



Visitor Experience

Visitor Service Standards

The Trustees' visitor experience, contains moments that spark joy, reflection, & enlightenment; and creates a sense of connection to these special places and the *mission* of The Trustees

I am Courteous

I project a positive image and energy.

- Smile be approachable and make eye contact.
- Clearly branded as staff (ID lanyard or clothing).

I am friendly and respectful to all visitors.

- Greet, welcome, and thank visitors.
- Engage with visitors.
- Keep conversations positive and appropriate.

I am Empathetic

I treat each visitor as an individual

- Actively listen
- Be patient
- Use inclusive language

I go above and beyond to exceed visitor expectations

- Anticipate needs and offer assistance.
- Be proactive in helping visitors.

I am an Ambassador

I am an advocate for The Trustees.

- Share what makes my property special.
- Articulate how my work supports the mission.
- Provide information about The Trustees and our mission.
- Talk about the importance and value of Membership.
- Thank Members for supporting The Trustees.

I am Efficient

I perform my role efficiently, so visitors get the most out of their visits

- Look for ways to streamline and reduce frustrations for visitors.
- Provide accurate and timely information.
- Be knowledgeable about my area and beyond.
- Work as a team with my colleagues.